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"Many say Kotler defined this course when he wrote the first edition of this text. The 12th edition is particularly noteworthy because it's the first time Kotler is joined by a co-author. Are you familiar with Kevin Lane Keller?"

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Kotler, P. and Keller, K. (2006) Marketing Management. 12th Edition. Prentice Hall, Upper Saddle River. has been cited by the following article: TITLE: Impact of Government and Other Institutions' Support on Performance of Small and Medium Enterprises in the Agribusiness Sector in Ghana

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Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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12th Edition, Hardcover, 816 pages Author(s): Philip ... Marketing Management: Analysis, Planning, Implementation, And Control (Mass Market Paperback) Published 1997 by Prentice Hall ... Marketing Management by Philip Kotler, Millenium Edition (Hardcover)

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